

Friday, 30 August 2019

ALDImobile on top with fourth Roy Morgan monthly award in 2019

ALDImobile has won its fourth Roy Morgan Mobile Phone Service Provider Monthly Customer Satisfaction Award in 2019 with a customer satisfaction rating of 83% in July jumping ahead of Boost Mobile on 82% in second place.

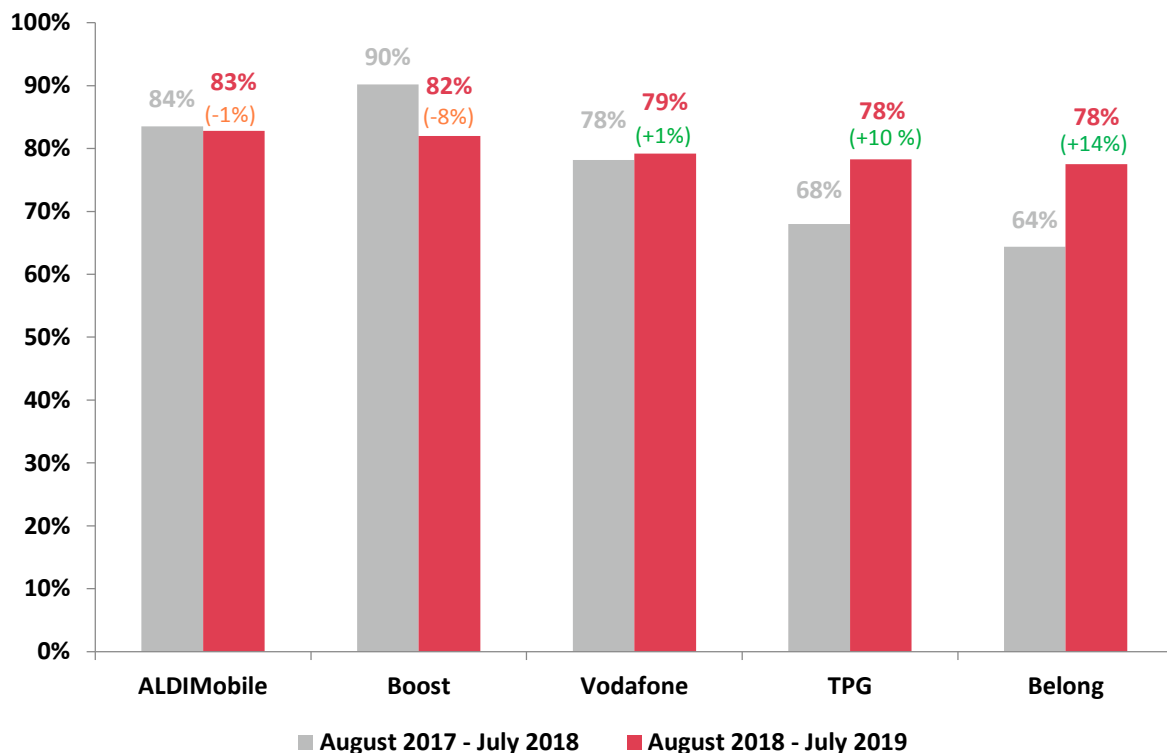
First-placed ALDImobile decreased 1% over the last year for a customer satisfaction rating of 83% and is now just ahead of Boost which was down 8% for a customer satisfaction rating of 82%. TPG, Vodafone and Belong all had higher customer satisfaction than this time last year with TPG improving an impressive 10%, Vodafone up 1% and Belong up 14% to enter the top 5 for the first time. Third-placed Vodafone came in with a customer satisfaction of 79% just ahead of TPG on 78% and Belong also on 78%.

So far ALDImobile is the only provider to have achieved multiple victories in the Mobile Phone Service Provider category in 2019 and are the leading contenders to take out the 2019 Annual Award with five months to go. ALDImobile last won the Roy Morgan Mobile Phone Service Provider of the year Annual Award in 2015.

The Roy Morgan Customer Satisfaction Awards highlight the winners but this is only the tip of the iceberg. Roy Morgan tracks customer satisfaction, engagement, loyalty, advocacy and NPS across a wide range of industries and brands. This data can be analysed by month for your brand and importantly your competitive set.

These are the latest findings from the Roy Morgan Single Source survey derived from in-depth face-to-face interviews with 1,000 Australians each week in their homes and over 50,000 each year.

Mobile Phone Service Provider Customer Satisfaction July 2019 vs July 2018 – Top 5



Source: Roy Morgan Single Source Australia, August 2017 – July 2018, n = 15,055. August 2018 – July 2019. n=14,114. **Base:** Australians aged 14+.

Of course ALDImobile is not itself a network provider but rather a 'Mobile Virtual Network Operator' (*MVNO) which utilizes the underlying Telstra mobile network to provide its service. Runner-up Boost also uses the Telstra network and several other smaller providers use either the underlying Telstra, Optus or Vodafone networks.

When it comes to the underlying mobile networks the Vodafone network with an overall customer satisfaction rating of 78% is narrowly ahead of both the Telstra network on 76% and the Optus network on 74%.

ALDImobile users are drawn from wealthy older Australians looking for good value

If we were to draw a pen portrait of the quintessential user of the ALDImobile service he is likely to be a man from either of Australia's two largest States of New South Wales or Victoria in which ALDI supermarkets are far more prevalent.

Our ALDImobile man is more likely than the average Australian to be classified as a [Real Conservative](#) amongst the Roy Morgan Value Segments – *"Strong believer in sound investments and quality products, the Real Conservatives will always opt for the well-established over the new-fangled"*.

He's more likely than the average Australian to enter competitions run by newspapers, magazines or radio stations and more likely to *'go out of his way in search of a bargain'* and *'to always be ready to try new and different products'*. He's also more likely to read Computing, Gaming and Info tech magazines and far more likely than the average Australian to participate in sports such as motor sports, winter sports and shooting.

Vodafone users are young, single, born to shop and like take away food.

By comparison a person who uses the Vodafone mobile service is likely to be a young woman from New South Wales looking for part time work and possibly studying at University or a tertiary institute. She's more likely than the average Australian to be single, in Generation Z and with a personal income of around \$45,000.

She's also more likely than the average Australian to be classified as a [Young Optimist](#) amongst the Roy Morgan Values Segments – *'Conscious of the image she projects and wants to make the right impression. She's a long-term thinker, and busy planning her career and thinking about the future'* and more likely to agree with the statement *"I was born to shop"*.

She's also more likely than the average Australian to agree that *"the food I eat is all, or almost all, vegetarian"* and *"I often buy takeaway food to eat at home"* but also *"I seldom have time for breakfast"*.

Michele Levine, CEO Roy Morgan, says ALDImobile's victory in the monthly award shows that providing good service to value conscious customers pays dividends:

"ALDImobile has consistently satisfied its Australian customers – now estimated to number over 650,000. ALDImobile has won the Roy Morgan Annual Customer Satisfaction Awards for Mobile Service Providers once before in 2015 and is the only provider to win multiple monthly awards in the category so far in 2019.

"ALDImobile's customer satisfaction rating of 83% in July was a slight decrease over the past year, down 1% from July 2018, but still enough to hold off the challenge from rival providers.

"Mobile Virtual Network Operators (MVNOs) comprise four out of the top five mobile phone service providers on customer satisfaction in July, twice the number of this time last year. The strong performance of MVNOs shows the competitive nature of the market, which has

traditionally been dominated by the established networks of Telstra, Optus and Vodafone, as Australia begins rolling out the upgraded 5G networks in 2019.

“Only one of Australia’s three largest mobile phone networks made top five mobile phone service providers for customer satisfaction in July with third-placed Vodafone up 1% to 79%. Optus was unchanged on 77% however dropped to sixth, with Telstra on 74%.”

Need to know what is driving your customer satisfaction?

Check out the new Roy Morgan Customer Satisfaction Dashboard at <http://www.roymorganonlinestore.com/Awards.aspx>

For comments or more information about Roy Morgan’s [Mobile Phone Service Provider](#) customer profiles for leading Australian mobile networks including [Telstra](#), [Optus](#), [Vodafone](#) and customer satisfaction data, please contact:

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*Mobile Virtual Network Operators (MVNOs) are smaller operators which use a larger network to provide their mobile service. These include: Optus: Amaysim, Coles Mobile, Dodo, Southern Phone, iiNet, Vaya & Virgin Mobile. Telstra: ALDI mobile, Belong, Boost, Lycamobile, Woolworths mobile. Vodafone: Kogan Mobile, Lebara, and formerly TPG – which has now set up its own dedicated network.

About Roy Morgan

Roy Morgan is the largest independent Australian research company, with offices in each state of Australia, as well as in the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan has over 75 years’ experience in collecting objective, independent information on consumers.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
10,000	±1.0	±0.9	±0.6	±0.4
50,000	±0.4	±0.4	±0.3	±0.2

